



# BRANDS THAT INSPIRE

Sometimes it's easier to describe the brand you want to be in pictures, analogies and similies, rather than literally. This exercise asks you to describe your brand as if it were in a different industry or form: "If our brand was a \_\_\_\_\_, it would be \_\_\_\_\_."

**Draw brands from other categories and industries that inspire you in designing your venture's brand. Include sketches of key pieces of their experience that inspire you.**

*Choose categories like: places, cars, people, pieces of furniture.  
Then note what you admire about it - or what you think is similar  
to your brand's vision, positioning, or experience.*

1.	2.	3.